

### AMENDMENTS TO THE CLAIMS

This Listing of Claims will replace all prior versions, and listings, of claims in this application.

#### Listing of Claims:

1. (Currently Amended) A ~~computer-implemented~~ method for pricing goods offered for sale by ~~of~~ independent sellers, the method being computer-implemented by using a marketer controller computer capable of communicating via a communications network, the marketer controller computer including a microprocessor GPU and a memory operatively connected to the microprocessor GPU, the method comprising ~~the marketer controller~~:

the marketer controller computer receiving data from an independent seller, the data having been transmitted in electronic form to the marketer controller computer via the communications network, the data identifying the independent seller's good as a specific commercially-available product;

the marketer controller computer transmitting menu data to a computerized device operated by the independent seller, the menu data being transmitted in electronic form via the communications network and causing the computerized device operated by the independent seller to display via a display device presenting to the independent seller a menu including a plurality of different selectable options from which the independent seller may select an option, each of the plurality of different options corresponding to a respective predetermined method to be used by the marketer controller computer for deriving a sale price at which a buyer may purchase for the independent seller's good, each of the respective methods being

predetermined and stored in memory accessible by the marketeer controller computer;

the marketeer controller computer receiving selection data from the independent seller, the selection data having been transmitted in electronic form to the marketeer controller computer via the communications network, the selection data identifying a certain selected option selected from the menu by the independent seller;

the marketeer controller computer deriving the sale price at which a buyer may purchase the independent seller's good using the by performing a function in accordance with logic specified by a certain respective predetermined method corresponding to a seller-selected the certain selected option selected from the menu by the independent seller; and

the marketeer controller computer transmitting sale price data to the computerized device operated by the independent seller, the sale price data being transmitted in electronic form via the communications network and causing the computerized device operated by the independent seller to display to the buyer, via the display device, displaying the derived sale price to the buyer to present the good to the buyer as an item offered for sale at the sale price.

2. (Currently Amended) The method of claim 1, wherein the sale price is not determined at a time proximate to the marketeer controller computer's receipt of data from the independent seller that identifies the independent seller's good, but instead is determined at a subsequent time, proximate a time of sale of the good to the buyer.

3. (Currently Amended) The method of claim 2, wherein at least one of the predetermined respective methods to be used by the marketer controller computer ~~the predetermined method~~ comprises logic specifying that the marketer controller identify and discounting a manufacturer's suggested retail price for the independent seller's good.

4. (Currently Amended) The method of claim 3, wherein the marketer controller computer stores a database of manufacturer's suggested retail prices.

5. (Currently Amended) The method of claim 2, wherein at least one of the predetermined respective methods to be used by the marketer controller computer ~~the predetermined method~~ comprises logic specifying that the marketer controller identify and discounting a price for a certain good in new condition when the independent seller's good is the certain good in used condition.

6. (Currently Amended) The method of claim 1, wherein the independent seller agrees, before ~~the sale~~ of the good, to sell the good at a an unspecified sale price to be subsequently determined by the marketer controller computer proximate a time of sale of the good to the buyer, provided that the sale price will be being determined in accordance with the certain respective ~~predetermined~~ method corresponding to the certain selected seller-selected option selected from the menu by the independent seller.

7. (Currently Amended) The method of claim 6, wherein at least one of the predetermined respective methods to be used by the marketer controller

computer the predetermined method comprises logic specifying that the marketer controller identify and discounting a manufacturer's suggested retail price for the independent seller's good.

8. (Currently Amended) The method of claim 7, wherein the marketer controller computer stores a database of manufacturer's suggested retail prices.

9. (Currently Amended) The method of claim 6, at least one of the predetermined respective methods to be used by the marketer controller computer the predetermined method comprises logic specifying that the marketer controller identify and discounting a price for a certain good in new condition when the independent seller's good is the certain good in used condition.

10. (Currently Amended) The method of claim 1, wherein the sale price is not determined at a time proximate to the marketer controller computer's receipt of data from the independent seller that identifies the independent seller's good, but instead is determined at a subsequent time, proximate to a time the buyer wishes to buy the good.

11. (Currently Amended) The method of claim 10, wherein at least one of the predetermined respective methods to be used by the marketer controller computer the predetermined method comprises logic specifying that the marketer controller identify and discounting a manufacturer's suggested retail price for the independent seller's good.

12. (Currently Amended) The method of claim 10, wherein at least one of the predetermined respective methods to be used by the marketer controller computer ~~the predetermined method~~ comprises logic specifying that the marketer controller identify and ~~discounting~~ a price for a certain good in new condition when the independent seller's good is the certain good in used condition.

13. (Currently Amended) The method of claim 1, wherein at least one of the predetermined respective methods to be used by the marketer controller computer ~~the predetermined method~~ comprises logic specifying that the marketer controller identify and ~~discounting from~~ a manufacturer's suggested retail price for the independent seller's good.

14. (Currently Amended) The method of claim 1, at least one of the predetermined respective methods to be used by the marketer controller computer ~~the predetermined method~~ comprises logic specifying that the marketer controller identify and ~~discounting~~ a price for a certain good in new condition when the independent seller's good is the certain good in used condition.

15-16. (Canceled)

17. (Previously Presented) The method of claim 1, wherein the sale price is displayed to the buyer via a website.

18. (Previously Presented) The method of claim 2, wherein the sale price is displayed to the buyer via a website.

19. (Currently Amended) The method of claim 18, further comprising:  
the marketer controller computer conducting a sale transaction to selling the  
good to the buyer at the ~~derived~~ determined sale price.

20. (Currently Amended) ~~A computer-implemented~~ method for pricing  
goods offered for sale by ~~of~~ independent sellers, the method being computer-  
implemented by using a marketer controller computer capable of communicating  
via a communications network, the marketer controller controller computer  
including a microprocessor ~~GPU~~ and a memory operatively connected to the  
microprocessor ~~GPU~~, the method comprising ~~the marketer controller~~:

the marketer controller computer receiving data from an independent seller,  
the data having been transmitted in electronic form to the marketer controller  
computer via the communications network, the data identifying the independent  
seller's good;

the marketer controller computer transmitting menu data to a computerized  
device operated by the independent seller, the menu data being transmitted in  
electronic form via the communications network and causing the computerized  
device operated by the independent seller to display via a display device ~~presenting~~  
~~to the independent seller~~ a menu including a plurality of selectable options from  
which the independent seller may select an option, each of the plurality of selectable  
options corresponding to a respective ~~predetermined~~ method to be used by the  
marketeer controller computer for determining ~~sale prices~~ a sale price at which a  
buyer may purchase the independent seller's good, each of the respective methods  
being predetermined and stored in memory accessible by the marketer controller  
computer;

the marketer controller computer receiving selection data from the independent seller, the selection data having been transmitted in electronic form to the marketer controller computer via the communications network, the selection data identifying a certain selected option selected from the menu by the independent seller;

the marketer controller computer setting a sale price at which a buyer may purchase the independent seller's good, the sale price being set using the by performing a function in accordance with logic specified by a certain respective ~~predetermined~~ method corresponding to a the certain one of said plurality of selectable options ~~option~~ selected from the menu by said independent seller; and

the marketer controller computer transmitting sale price data to the computerized device operated by the independent seller, the sale price data being transmitted in electronic form via the communications network and causing the computerized device operated by the independent seller to display to the buyer, via the display device, displaying the sale price to the buyer, to present the good to the buyer as an item being available for purchase by the buyer at the sale price.

21. (Currently Amended) The method of claim 20, wherein at least one of the predetermined respective methods to be used by the marketer controller computer ~~the predetermined method provides for~~ comprises logic specifying that the marketer controller identify another price and ~~setting of the sale price as a function of another~~ the other price.

22. (Currently Amended) A ~~computer-implemented method for pricing goods~~ offered for sale by ~~of independent sellers, the method being computer-~~

implemented by using a marketer controller computer capable of communicating via a communications network, the marketer controller computer including a microprocessor CPU and a memory operatively connected to the microprocessor CPU, the method comprising ~~the marketer controller~~:

the marketer controller computer receiving data from an independent seller, the data having been transmitted in electronic form to the marketer controller computer via the communications network, the data identifying the independent seller's good;

the marketer controller computer transmitting menu data to a computerized device operated by the independent seller, the menu data being transmitted in electronic form via the communications network and causing the computerized device operated by the independent seller to display via a display device ~~presenting to the independent seller~~ a menu including a plurality of selectable options from which the independent seller may select an option, each of the plurality of selectable options corresponding to a respective predetermined method to be used by the marketer controller computer for determining a sale price ~~for the independent seller's good~~ at which a buyer may purchase the independent seller's good, each of the respective methods being predetermined and stored in a memory accessible by the marketer controller computer;

the marketer controller computer receiving selection data from the independent seller, the selection data having been transmitted in electronic form to the marketer controller computer via the communications network, the selection data identifying a certain selected option selected from the menu by the independent seller;



proximate to a time of sale of the independent seller's good to a buyer, the  
marketeer controller computer calculating the sale price at which a buyer may  
purchase the independent seller's good, the sale price being calculated ~~using the~~ in  
accordance with logic specified by a certain respective predetermined method  
corresponding to ~~a~~ the certain one of said plurality of selectable options previously  
selected from the menu by said independent seller, the predetermined method  
comprising a mathematical function; and

the marketeer controller computer transmitting sale price data to the  
computerized device operated by the independent seller, the sale price data being  
transmitted in electronic form via the communications network and causing the  
computerized device operated by the independent seller to display to the buyer, via  
the display device, ~~displaying~~ the calculated sale price to the buyer to present the  
good for sale to the buyer.